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Nota di contenuto	Preface -- Contents -- 1 Internet of Things (IoT) a Trending Technology: Transforms the Hospitality Industry. Case Study: W Costa Navarino (Messinia, Greece) -- Introduction -- Literature Review -- Internet of Things: Application in the Hospitality Industry

via Solutions/Examples -- Case Study W Costa Navarino -- Applications of Internet of Things in W Costa Navarino -- Conclusions -- References -- 2 Anomaly Detection in Enterprise Payment Systems: An Ensemble Machine Learning Approach -- Introduction -- Related Work -- Research Methodology -- Data Collection and Preprocessing -- Time Series Model Development -- Experimental Analysis -- SARIMAX Model -- Facebook-Prophet Model -- Support Vector Machines Model -- Performance Evaluation -- Conclusion and Future Work -- Conclusion -- Future Work -- References -- 3 Impact of ChatGPT on Educational Strategies for Future-Proof Business Data Analyst: Machine Learning Code Generation in Teaching and Learning -- Introduction -- Context -- Objectives -- Literature Review

Sommario/riassunto

This book presents selected proceedings of the International Conference on Business Analytics in Practice (ICBAP2024), which was held on January 8–11, 2024, at the University of Sharjah, UAE. The book presents advanced modeling and examples to explore the practical applications of business analytics across various industries and domains. In addition, it dives deep into the world of data-driven decision-making, showcasing real-world case studies and best practices to illustrate how organizations can harness the power of analytics to optimize their decision-making processes. From descriptive analytics to predictive modeling and prescriptive analytics, readers will gain valuable insights into the different techniques and methodologies employed in business analytics.
